LISTING OF CLAIMS:

Claims 1-25, 39, 41 and 42 (withdrawn from consideration)

26. (Currently amended) A method for billing for advertisements_printed on_ _check-out receipts_, comprising:

receiving advertising information_ and target purchasing customer_ _information from an advertising customer_;

temporarily storing the advertising information and target purchasing _customer information received from the advertising customer; then_

calculating a billing amount based on ~~said~~_the_ advertising information received;_ then_

receiving payment from the advertising customer, the payment _corresponding to the billing amount, and_ confirming payment of ~~said~~_the_ billing amount calculated;_ then_

permanently storing ~~said~~_the_ advertising information _and target_ _purchasing customer information_ received ~~if~~_only after_ payment of ~~said~~_the_ billing amount is confirmed; ~~and~~

receiving transaction information and payment from a purchasing _customer;_

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target _purchasing customer information;_

if the characteristics of the purchasing customer match the target _purchasing customer information, then extracting the permanently stored_ _advertising information; then_

synthesizing the transaction information with the advertising _information as printing data; and then_

printing _the printing data as a_ check-out receipt for ~~a~~_the purchasing_ customer~~placing said advertising information~~.

27. (Currently amended) A billing method according to Claim 26, wherein ~~said~~_the_ receiving advertising information _and target purchasing customer_

information from an advertising customer step includes receiving image information.

28. (Cancelled)

29. (Currently amended)   A billing method according to Claim ~~28~~26, ~~wherein said receiving check-out information step includes receiving customer information;~~

~~and~~ wherein ~~said retrieving~~ the extracting the permanently stored advertising information step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in ~~said~~the permanently storing step, based on ~~said~~the characteristics of the purchasing customer ~~information~~ received in ~~said receiving check-out information~~ the receiving characteristics of the purchasing customer step.

30. (Currently amended)   A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer information from an advertising customer step includes receiving a period for running an advertisement.

31. (Currently amended)   A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer information from an advertising customer step includes receiving characteristics of ~~an advertisement recipient~~the target purchasing customer, ~~said~~the characteristics including at least one of gender, age, and occupation.

32. (Currently amended)   A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer information from an advertising customer step includes receiving a printing size of an advertisement.

33. (Currently amended)   A billing method according to Claim 26, wherein ~~said~~the step of calculating a billing amount includes calculating a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of ~~an~~

~~advertisement recipient's~~a target purchasing customer's gender, age, and occupation.

34. (Currently amended) A billing method according to Claim 26, further comprising:

     displaying an advertisement in a size that is the same as a printing size of ~~said~~the advertisement.

35. (Currently amended) An information recording medium storing a computer-readable program for directing a computer to perform a method of billing for advertisements printed on check-out receipts, the computer-readable program comprising instructions for:

     receiving advertising information and target purchasing customer information from an advertising customer;

     temporarily storing the advertising information and target purchasing customer information received from the advertising customer; then

     calculating a billing amount based on ~~said~~the advertising information received; then

     receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of ~~said~~the billing amount calculated; then

     permanently storing ~~said~~the advertising information and target purchasing customer information received ~~if~~only after payment of ~~said~~the billing amount is confirmed; ~~and~~

     receiving transaction information and payment from a purchasing customer;

     receiving characteristics of the purchasing customer; then

     comparing the characteristics of the purchasing customer with the target purchasing customer information;

     if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for a̶the purchasing customer p̶l̶a̶c̶i̶n̶g̶ ̶s̶a̶i̶d̶ ̶a̶d̶v̶e̶r̶t̶i̶s̶i̶n̶g̶ ̶i̶n̶f̶o̶r̶m̶a̶t̶i̶o̶n̶.

36. (Currently amended) An information recording medium according to Claim 35, wherein said receiving advertising information and target purchasing customer information from an advertising customer includes receiving image information as at least part of the advertising information.

37. (Cancelled)

38. (Currently amended) An information recording medium according to Claim 35, wherein s̶a̶i̶d̶the information recording medium comprises a compact disk, floppy disk, hard disk, optical-magnetic disk, digital video disk, magnetic tape, or semiconductor memory.

40. (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information f̶r̶o̶m̶ and target purchasing customer information that is input by an advertising customer at an input terminal;

transmitting s̶a̶i̶d̶the advertising information and target purchasing customer information to a server;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer;

printing a temporary registration containing an ID;

reading s̶a̶i̶d̶the ID by s̶a̶i̶d̶an input terminal;

confirming s̶a̶i̶d̶the ID in s̶a̶i̶d̶the server;

calculating a billing amount based on the advertising information received; then

displaying s̶a̶i̶d̶the billing amount;

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of the billing amount calculated; then

~~registering said advertising information in said server after receiving~~
~~payment; and~~

permanently storing the advertising information and target purchasing customer information only after receiving payment; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for ~~a~~ the purchasing customer ~~placing said advertising information~~.